

News



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FOR IMMEDIATE RELEASE

Suddenlink Kicks Off 2nd Annual Program to Help Stock Cenla Food Bank

ALEXANDRIA, La. -- (Oct.7, 2007) – The Food Bank of Central Louisiana and Suddenlink Communications today kicked off Suddenlink's 2nd annual "Connecting to Those in Need" fall food drive to help stock shelves of The Food Bank of Central Louisiana.

Last year, the "Connecting to Those in Need" campaign collected more than five tons of food, which would equate to more than 7,500 meals for area residents.

The program goal this year is to collect 15,000 pounds of non-perishable food items that will be donated to The Food Bank, and, through it, to its more than 67 member agencies.

"As we continue to see an increase in need at the Food Bank, we are thankful for businesses like Suddenlink who are making an effort to help the impoverished in our community" said Jayne Wright, executive director of The Food Bank of Central Louisiana.

Several factors have contributed to the increased need for food items this year. Storms that hit Louisiana in multiple locations last month caused Cenla residents to visit local shelters where they had to be housed and fed. In addition, the current economic situation has increased use of the state's food programs, while at the same time caused a significant drop in the number and size of donations.

Louisiana has one of the highest levels of food insecurity in the country. This year the percentage of central Louisiana's needy has risen to 14.4 percent. Thirty-four percent of Food Bank clients had to choose between paying for food or paying for their utilities, according to Hunger in America 2006, a national study conducted by America's Second Harvest, the Nation's Food Bank Network. The average monthly income for clients of the Food Bank of Central Louisiana is \$740.

The Food Bank of Cenla distributes more than 6.8 million pounds of donated grocery items annually through 67 member agencies in 11 parishes that provide food assistance to approximately 165,000 needy people in central Louisiana.

Fifth District Congressman Rodney Alexander said, "Often it's all too easy to forget that millions of Americans simply cannot afford a basic necessity such as food. The Food Bank of Central Louisiana has long been committed to providing for those in need, and it is inspiring to see groups such as Suddenlink continuing to share their commitment. I am proud to do all I can to support their efforts."

U.S. Senator Mary Landrieu sent the following statement of support: "Every Louisianan deserves to be able to put food on the table. Suddenlink Communications is taking on a tremendous public service effort in restocking food items at The Food Bank of Central Louisiana, and I thank them for their ongoing commitment to reducing hunger in central Louisiana."

Suddenlink Community Ambassador Tony Cifelli said that the company's efforts would be stepped up this year to meet the higher goal. Suddenlink staff in additional towns will be working on the initiative. Collection sites will be located at town halls in Pineville, Ball and Pollock, as well as the Suddenlink offices in Pineville, Leesville, Many, Natchitoches and Winnfield.

In addition, Suddenlink staff will be stationed outside of the Mac's Supermarket, Super 1, and Ball Foods on several Saturdays during the six-week drive.

Donations also may be made to Suddenlink technicians as they make their rounds in central Louisiana.

"We at Suddenlink were so appreciative of the support we received last year from our customers and other local residents. This year, because the need is so much greater, we encourage contributors to increase their donations," Cifelli said.

Suddenlink announced incentives for donations. Anyone donating at least five non-perishable food items will be eligible to win a prize from Suddenlink. First place will

be a 42-inch plasma television set, second place a Dell laptop computer, and third place a Wii game console.

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Suddenlink Communications is a top-10 U.S. cable broadband provider, supporting the information, communication and entertainment demands of approximately 1.3 million customers. Information about locally available Suddenlink services can be found via the company's Web site (www.suddenlink.com) after entering a zip code.

Connecting to Those in Need Food Drop Locations

Town Halls

Ball – 100 Municipal Drive
Pineville – 910 Main Street
Pollock – 3813 Patterson Street

Suddenlink Offices

Alexandria/Pineville – 3520 Donahue Ferry Road
Leesville – 307 North 5th Street
Many – 715 Shreveport Highway
Natchitoches – 321 Texas Street
Winnfield – 701 West Court Street

Other Locations

Ball Foods – 5916 Monroe Highway, Ball
Mac's Supermarket – 4621 Shreveport Highway, Pineville
Mac's Supermarket – 4615 Jackson Street, Alexandria
Super 1 – 604 MacArthur Drive, Alexandria